MESSAGE CONFIRMATION

DATE:04/08/94 TIME:09:10

ID:BFLO RJR

	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
: 03	03:08	02'12"	19197412300	G3-S	006	OK

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WS
Fax # 741-2300

TO: Marty Owens / Brand Mgmt.

FROM: Regional Operations Unit #1610
S.G. Steen / ROM
Phone: (716) 634-9232

DATE: 4/7/94

RE: New York State Fair

PAGE 1 OF 6

IF YOU DO NOT RECEIVE ALL PAGES OF THIS FAX, PLEASE CONTACT (716)634-3143. THANK YOU

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R.J. Reynolds
Tobacco Company

S.G. STEEN
Region Operations Manager

150 Lawrence Bell Drive, Suite #108
Williamsville, NY 14221
716-634-9232
Fax 716-634-3145

SENT VIA FAX
April 7, 1994

To: **Marty Owens**

SUBJECT: NEW YORK STATE FAIR

Dear Marty:

Listed below is the information you requested from John Ellegate in regard to the New York State Fair. Please feel free to call me so we can finalize all details needed:

POS & Packaging:

1. **Exact Offer - Free Fair ticket w/3 pack purchase**
2. **Logo sheet w/ camera ready art of Logo - next day mailed to you by Joe Laguardia on Thursday 4/7.**
3. **Dates: August 25 - September 5.**
4. **Yes, snipe box with Sweepstakes offer "Win a 1994 Corvette at the NYS Fair". See display for details. Also dump bin riser cards and easel cards (to hold tear pads) should be sniped as well.**

Sweepstakes:

1. **RJR will be responsible for implementing sweepstakes.**
2. **1994 Blue Corvette (See attached specifications)**
3. **Utilize same color art as Lotto Camel Vette**
4. **$25,000 cost estimate of car**

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"We work for smokers."

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5. How to enter sweepstakes:

   a. Fays, P & C, Nice N Easy, A Plus, Sugarcreek, Kinney Drug stores, and NYS Fair

   b. When - July 1st through Sept. 4

   c. Official entry form - no purchase required - can be requested by mail from ROU.

6. Field Sales - Buffalo

7. Pick up prize at NYS Fairgrounds on September 9th. Winner need not be present to win.

8. Unknown at this time.

9. Unknown at this time.

10. No - because we didn't know about the surety bond.

If Needed:

Back up DTS Date to 7/11/94 and ticket box availablity at Lentz to 6/13/94

Sincerely,

S. G. Steen

SGS:am
NYSFAIR.doc

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